

Where Wisconsin Business Finds Future Leaders

DECA

An Association of Marketing, Management, and Entrepreneurship



Business and Education partners mentoring 13,000 students

Leadership

DECA is the premier organization preparing students for careers in marketing, management and entrepreneurship. Over 13,000 Wisconsin students are involved, motivated and learning life-long skills as they prepare to be future Wisconsin business leaders.

Career-focused students build skills through DECA competition, conferences and business mentoring. DECA is a local, state and international organization. It is an integral component of the high school marketing education program which also includes classroom and work-based learning. Wisconsin DECA has mentored students for over 40 years.

DECA members benefit from meeting and learning from business role models in their communities as they experience leadership and practice community involvement.



Students learn:

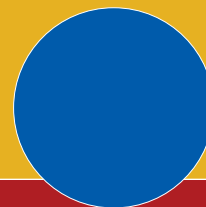
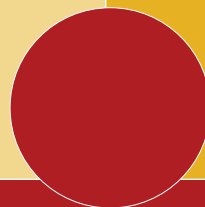
- The role of our free enterprise system in the global economy
- Effective communication, problem solving skills and how to become team players
- To manage resources through analyzing information and using critical thinking skills
- Ethical behavior in personal and business relationships
- Social and business etiquette
- Importance and appreciation of civic responsibility
- To have vision and to be innovative

Classroom

It all starts in the classroom, where career-focused students study core marketing and business administration standards. DECA enhances that learning by motivating students to achieve their educational and career goals in fun and exciting ways. The community is an extension of the classroom where students, business people and civic leaders collaborate on cutting edge solutions.

DECA projects include entrepreneurial business ventures, community business research projects and civic activities. The curriculum comes alive for DECA members as they interact with the entire school and community. Students show their passion for learning and respect for their education both in the classroom and through their on-the-job experiences.

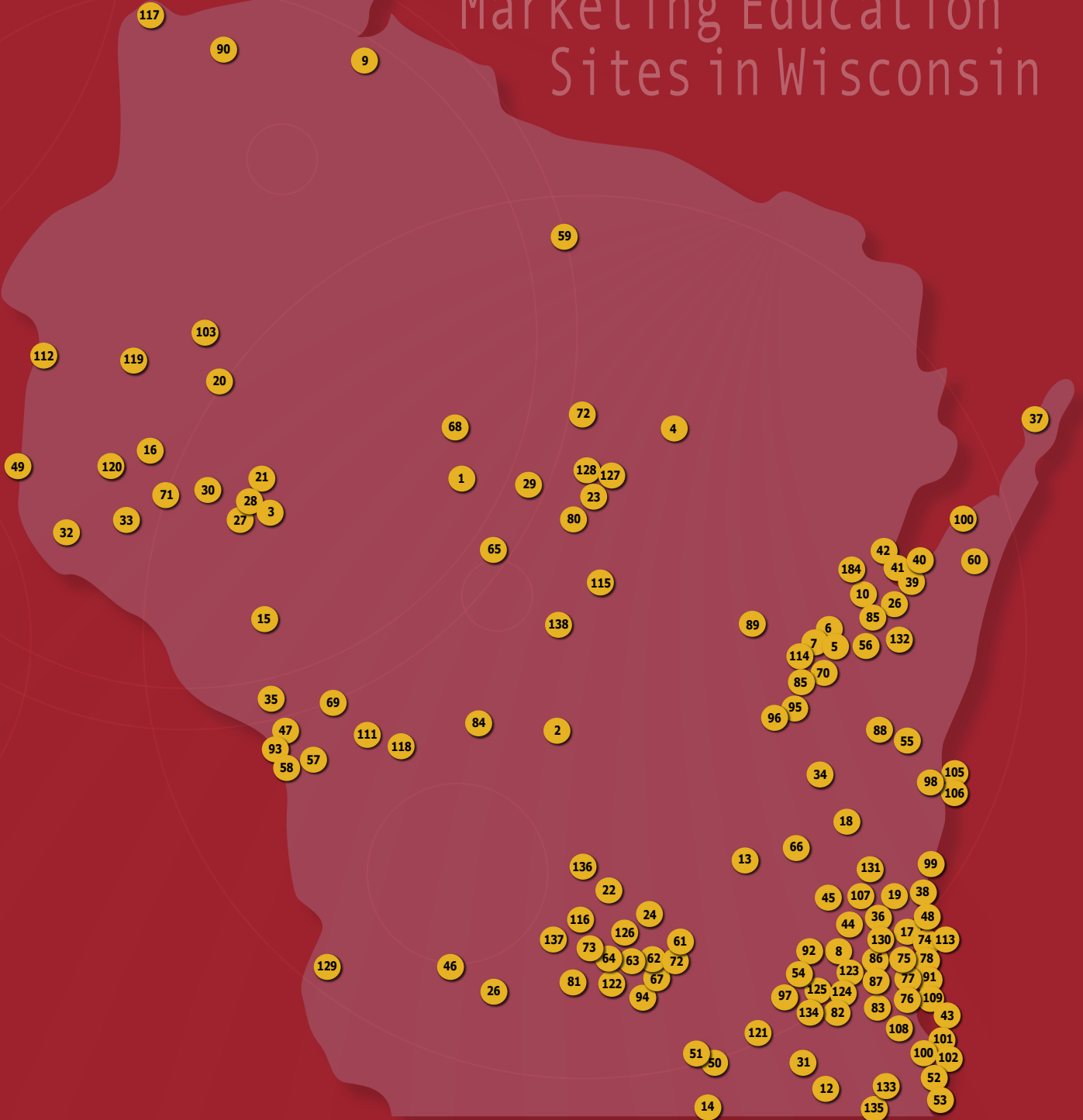
There are over 120 WI DECA chapters with marketing educators serving as advisors. The support and dedication of these advisors exceeds expectations in preparing students for success in an ever-changing global marketplace. DECA advisors listen, guide, encourage and coach. They help students discover their strengths, overcome weaknesses and explore the impact of their decisions.



Marketing Education Sites in Wisconsin

- | | | | |
|----------------------------------|------------------------------|--------------------------------|--------------------------------|
| 1. Abbottsford | 36. Germantown | 71. Menomonie | 106. Sheboygan South |
| 2. Adams Friendship | 37. Gibraltar | 72. Merrill | 107. Slinger |
| 3. Altoona | 38. Grafton | 73. Middleton | 108. Somerset – South Division |
| 4. Antigo | 39. Green Bay East | 74. Milwaukee Entrepreneurship | 109. South Milwaukee |
| 5. Appleton East | 40. Green Bay Preble | 75. Milwaukee Hamilton | 110. Southern Door (Brussels) |
| 6. Appleton North | 41. Green Bay Southwest | 76. Milwaukee Marshall | 111. Sparta |
| 7. Appleton West | 42. Green Bay West | 77. Milwaukee Pulaski | 112. St. Croix Falls |
| 8. Arrowhead (Hartland) | 43. Greendale | 78. Milwaukee Washington | 113. St. Joan Antida |
| 9. Ashland | 44. Hamilton Sussex | 79. Monona Grove | 114. St. Mary's Central |
| 10. Ashwaubenon | 45. Hartford Union | 80. Mosinee | 115. Stevens Point |
| 11. Auburndale | 46. Highland | 81. Mount Horeb | 116. Sun Prairie |
| 12. Badger (Lake Geneva) | 47. Holmen | 82. Mukwonago | 117. Superior Senior |
| 13. Beaver Dam | 48. Homestead | 83. Muskego | 118. Tomah |
| 14. Beloit Memorial | 49. Hudson | 84. Necedah | 119. Turtle Lake |
| 15. Black River Falls | 50. Janesville Craig | 85. Neenah | 120. UW Stout |
| 16. Boyceville | 51. Janesville Parker | 86. New Berlin Eisenhower | 121. UW Whitewater |
| 17. Brown Deer | 52. Kenosha Bradford | 87. New Berlin West | 122. Verona Area |
| 18. Campbellsport | 53. Kenosha Tremper | 88. New Holstein | 123. Waukesha North |
| 19. Cedarburg | 54. Kettle Moraine | 89. New London | 124. Waukesha South |
| 20. Chetek | 55. Kiel | 90. Northwestern (Maple) | 125. Waukesha West |
| 21. Chippewa Falls | 56. Kimberly | 91. Oak Creek | 126. Waunakee |
| 22. Columbus | 57. LaCrosse Central | 92. Oconomowoc | 127. Wausau East |
| 23. DC Everest | 58. LaCrosse Logan | 93. Onalaska | 128. Wausau West |
| 24. DeForest | 59. Lakeland Union (Minoqua) | 94. Oregon | 129. Wauzeka |
| 25. DePere | 60. Luxemburg Casco | 95. Oshkosh North | 130. West Allis Hale |
| 26. Dodgeville | 61. Madison East | 96. Oshkosh West | 131. West Bend |
| 27. Eau Claire Memorial | 62. Madison LaFollette | 97. Pewaukee | 132. West DePere |
| 28. Eau Claire North | 63. Madison Memorial | 98. Plymouth | 133. Westosha Central |
| 29. Edgar | 64. Madison West | 99. Port Washington | 134. Whitnall |
| 30. Elk Mound | 65. Marshfield | 100. Racine Case | 135. Wilmot High |
| 31. Elkhorn | 66. Mayville | 101. Racine Horlick | 136. Wisconsin Dells |
| 32. Ellsworth | 67. McFarland | 102. Racine Park | 137. Wisconsin Heights |
| 33. Elmwood | 68. Medford | 103. Rice Lake | 138. Wisconsin Rapids Lincoln |
| 34. Fond du Lac | 69. Melrose Mindoro | 104. Seymour | |
| 35. Galesville Ettrick Trempleau | 70. Menasha | 105. Sheboygan North | |

Marketing Education Sites in Wisconsin



Career Pathways

DECA members prepare for successful careers in business, which will in turn strengthen Wisconsin's future economic base. It makes good sense for business partners to provide job shadowing, co-op work experiences and to volunteer to be a resource in the classroom. Business volunteers serve as guest speakers, hosts for field trips, coaches to competitors, and advisors for computer simulations and virtual business projects.



Marketing Education is a distinct discipline that integrates academic concepts and technology applications. Students are required to demonstrate both their knowledge and skills in the following areas:

Business Administration Core Standards

Business Law

Communication & Interpersonal Skills

Financial Analysis

Information Management

Operations

Professional Development

Strategic Management

Marketing Core Standards

Channel Management

Market Planning

Marketing Information Management

Pricing

Product/Service Management

Promotion

Selling



Conference and Competition



"The branch vice-president has asked your team to create a strategic sales program that will assist in improving the company's profitability as well as increase clientele." You have thirty minutes to develop and present the plan to the judge! Imagine this is *your* challenge – just as it is for the DECA competitor.



These types of role-playing events are designed to evaluate students' knowledge and understanding of essential marketing competencies. Business volunteers help develop these realistic case studies and serve as judges for the competitions.

Competitive events also include projects such as developing a business plan, creating an advertising campaign, and completing a marketing research study. The students are recognized for their achievements at the

District Career Development Conference (CDC) in January, the State Career Development Conference (SCDC) in March, and the International Career Development Conference (ICDC) held in the Spring.

Expect Excellence and Leadership Labs are additional components in a series of conferences and workshops that engage students in dynamic teamwork and enhance their leadership skills and knowledge.



"The gift of volunteering is absolutely priceless." DECA Member

Community Service

Imagine the exhilarating sense of pride you feel by engaging your high school peers, family and community members to reach one common goal that makes a difference in the lives of others. DECA provides the foundation for students to champion community service projects with local businesses and charitable organizations.

The experience of touching an individual life begins a life-long commitment to community service.

"Being a counselor [for the Muscular Dystrophy Association] has changed my life. We give so little of ourselves, but get so much in return."

Muscular Dystrophy Association
Camp Counselor and
DECA member



Entrepreneurial Spirit

Many Wisconsin businesses favor employing Marketing Education students because they are highly goal oriented, have the desire to achieve, work hard and take responsibility.

These students have a positive attitude toward careers in business, and value their related school study. DECA entrepreneurial spirit promotes the drive for innovation, competition and excellence. Leaders in business and government praise DECA for its successful civic-related activities and helping Wisconsin's local communities grow and thrive.



Quotes and Comments

"The organization develops the skills required to be successful in business such as communication, leadership, the opportunity to explore new fields, and to look at things with a different perspective."

Dan Hoppe
Foundation
Board Member

"When you teach young people to feel confident about themselves and their decisions, provide positive influence and leadership role models, you are preparing them for their future. While we should do that for all of our youth, this is a program that gets results."

Lea Culver
Culver's VIP Foundation

Join Us in Partnership

Make an impact by becoming a partner:

- Provide scholarships
- Sponsor competitive events and awards
- Participate as a judge, coach for competitive events or assist in event development
- Underwrite leadership training
- Provide internships or participate in co-op work programs in your community
- Serve as a positive role model, mentor or training sponsor
- Participate as a guest speaker discussing your business or careers in your field
- Provide services or tangibles

"The strength of Wisconsin DECA really does come from our generous business/community partners sharing their time and talents with our bright young people and their dedicated teacher/advisors. Your generosity alone is important role modeling on the value of giving back. Thank you on behalf of the Foundation for sharing your gifts. We invite you to join us in building new and exciting partnerships on behalf of Wisconsin DECA."

Maggie Rathert
Retired Marketing Educator

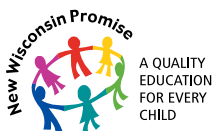
"The Foundation for Wisconsin DECA and DECA are all about building skills and self esteem, talents we all need when we are looking for that next bright star for our company. The training and competitive events that DECA members participate in give them a jump start in understanding how business is supposed to work. I support these programs with both my time and money. Please join me and the many other businesses that see the importance and value that DECA and the Partnership for Progress provides."

Wayne Harris, President
Glowac+Harris+Madison

Developing Future Leaders for Marketing, Management, and Entrepreneurship



Wisconsin DECA
Department of Public Instruction
125 South Webster, PO Box 7841
Madison, WI 53707-7841
wideca.org



Wisconsin Department of Public Instruction
Elizabeth Burmaster, State Superintendent
dpi.wi.gov



P.O. Box 5085 • Madison, WI 53705
widecafoundation.org

The Foundation for Wisconsin DECA
is a 501(c)(3) nonprofit foundation.